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Dispelling myths of trade with China

By **MARK LOGAN**

A FIRE for exporting goods and services to China has been lit in the belly of nearly 20 Orange businesses who attended the China Trade Forum, hosted by the NSW Business Council at the Canobolas Hotel.

Morse Group senior account Daniel Sutton said he attended to look for opportunities for his portfolio of clients to enter the world's biggest market. What surprised him was that it was not all about agricultural products and wine.

"I learnt here today that there is more opportunity for retail products like cosmetics and that line of business can be easily exported and are in high demand," he said.

Mr Sutton was also pleasantly surprised to discover there was a lot of assistance available to help industries looking to export, to do so.

"I suppose I was always under the impression that restrictions were more strict than they actually are and that there are bodies out there that will make it easier and support you through it," he said.

The next step for Mr Sutton is to pass his new knowledge onto his clients, many of whom had the same view that he previously held.

"Many have said it's too expensive, too much effort, too much input and too much time trying to find a market and get it there, but if they know about the third party support and programs, they may be more interested," he said.

Chamber of Commerce international trade adviser Monique Donaldson said there was a lot of potential export businesses at the forum, which was a tremendous opportunity to dispel many of the myths and fears about trading with China.

"One gentleman kept bringing up neg-

ative things about milk powder and beef, but the message we're trying to get across is that China is a very complex market and for a small business in Australia, Australia is a tremendous place to prove proof of concept and establish the brand with items like quality consumer products, baby and maternity, skincare, supplements and food and beverage," she said.

Why have you come to the China Trade Forum?

Derek Robinson

We're envisaging exporting to China our cherry product that is called Premium Cherry Crush.



Daniel Sutton

Looking for opportunities for my clients, agribusinesses mainly, to grow their businesses into China.



Melissa Matthews

I'm a business consultant and I'm interested to see what is happening in China for my clients in the export market.





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CHINA DEAL: Derek Robinson from Australian Functional Foods discussed the possibility of exporting Premium Cherry Crush with trade adviser Monique Donaldson. 0301mitrade